

Project Name: Local Voices India
Agreement Type: *Field Support (Cooperative agreement)*
Duration: 2006-2007
Geographic Scope: Tamil Nadu
Technical Assistance Agencies: None
Implementing Agency: *Internews Network*

DESCRIPTION:

The Internews Local Voices Project commenced its interventions in Tamil Nadu in Sept 06 with the objective of improving access to information for people by building capacity of local journalists to report accurately on HIV prevention and care services. The project coordinates with both USG partners and the State AIDS Control Society to ensure that journalist and media personnel are exposed to both public and private sector prevention and care interventions and reflect the priorities.

KEY ACTIVITIES:

- Develop HIV training curriculum for media personnel based on needs-assessment and train media personnel on HIV reporting;
- Establish a Media Training and Resource Centre on HIV/AIDS for media personnel;
- Develop HIV reporting curriculum for budding journalist in coordination with Asian College of Journalism;
- Increase the capacity of People living with HIV/AIDS and NGOs to interact effectively with local media;

KEY ACHIEVEMENTS

- Media Training and Resource Centre established;
- Print journalists and senior reporters trained and 50 articles on HIV/AIDS published in 3 months time;
- Radio program executives trained from All India radio, local FM and campus community radio stations and 14 programs broadcast in 3 months time;

CONTACT INFORMATION:

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